

IN THE SPECIFICATION:

Please make the following changes:

[0038] The user interface portion 10 comprises a substantially flat plate, having a front surface 12 on which a shopping list or the like may be written or attached, and a rear surface 14. In the present embodiment, the portion 10 comprises a display pad 16 mounted on front surface 12, and is overlaid with a layer of dry erase material, on which items of a shopping list or the like may be written, to be erased at a later date and overwritten with a new list. Optionally, the layer of dry erase material may be permanently imprinted with one or a plurality of sets of indicia 15. Each set indicium 15 may refer to a word or phrase indicative of a common item that may often appear on the list. A blank box 11 is provided in proximity to each item, and the box may be marked off by the user with a dry erase marker whenever the item is needed. This helps the shopping list to be created before shopping begins. Blank spaces may be left near the sets indicia, optionally next to a list of boxes 11, which serve to allow the user to write and erase items not found in the pre-printed list. A second column of boxes 13 may be added to enable the user to tick off items as they are placed in the shopping cart, enabling the user to concentrate on the remaining items in a clearer manner.

[0042] Further optionally, the aid 100 comprises a magnetic pad 32 on the rear surface 14 for securing the aid to a refrigerator or similar device. Obviously, the magnetic pad may extend over the entire area of the rear surface 14 or at selected portions thereof. According to a particular embodiment, the entire display pad, or portions thereof may be made of a magnetic material. An aperture 35 may also be provided to hang the aid 100 from a suitable nail or hook that may protrude from a wall, door or the like. In each case, the aid is secured magnetically or via the aperture to a convenient location. According to a different arrangement, the rear surface 14 is provided with one member 14' of a hook and pile fastener (Velcro.TM.), whilst another member 14" is attached to another surface 60, e.g. a refrigerator or the like, whereby the display list may be removably attached thereto. As various items require replenishment, they can be marked on the list if they correspond to items preprinted thereon, or may be written in the blank spaces provided.

[0046] Referring to FIGS. 7a, 7b and 7c, a further embodiment of the present invention comprises an aid 100" substantially is similar to the first embodiment or to the second embodiment as described herein with the following differences, mutatis mutandis. According to this embodiment, there is provided a different hook portion 302 comprising a central portion 304 and two hook portions 306A and ~~306b~~ 306B, and a base portion comprised of two such base portions 308A and 308B. The arrangement is such that a planar position of the display aid (FIG. 7a) the hook portions 306A and 306B practically ~~complement~~ complement the base portions 308A and 308B, respectively and where at the position mounted over a handle/push-bar 310 of a cart (not shown), the handle is clampingly received between the central portion 304 on one side and a pair of ~~complementing~~ complementing hook portions and base portions (306A; 308A and 306B, 308B), respectively.

[0048] In the embodiment of FIGS. 9a and 9b there is illustrated a display aid generally designated 360 comprising a handle mounting portion 364 similar to corresponding portion 20 in the embodiment of FIGS. 1a and 1b, and a user interface portion 368 formed of a support portion 370 holding a pad 374 of detachable paper sheets and comprising at a bottom end thereof a writing utensil holder 376 in the form of two laterally folded flaps 378A and 378B supporting therebetween a pencil 380. ~~aeecording~~ According to other embodiments, not shown, the writing utensil holder may be in the form of a cord extending from the display pad and attached to the writing utensil, or a clip or a hook and pile fastener (Velcro.TM.), etc.

[0049] While the shopping aid of the present invention is typically of integral construction and made from a blank or molded from a suitable material, it may be made, alternatively, from a plurality of suitably shaped parts mounted together in the appropriate manner.